

St. Mira's College for Girls,  
 (Autonomous-Affiliated to Savitribai Phule Pune University)  
 Class: FYBCOM  
 Subject: Business Admin-III  
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 SEM V  
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Unit 1, 2, 3, 4  
 Skill Development – Analytical Skills, Research Skills

TITLE: A STUDY OF E-COMMERCE COMPANY TO UNDERSTAND THE PHYSICAL DISTRIBUTION STRATEGIES.

ROLL NO. OF GROUP MEMBERS:  
 4620, 4621, 4626, 4632

GROUP NO :- 11

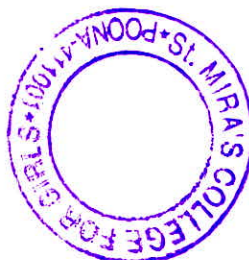
SUBMITTED TO :-  
 MRS. RAJNI SINGH

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Physical distribution is a part of distribution channel. E-commerce companies are active in many sectors where physical distribution channel or strategy plays an important role. Company name - Delivery enables enabling E-commerce. A visit to warehouse on 10 September 2018 Monday located at Munjaba Wasti, Pune. Office address of warehouse address is 314 25, Munjaba Wasti, Road No-9, Dhanaji, Near Ganesh Mandir, Pune - 411015. This warehouse has over 1300 e-commerce company products. From the visit, gained knowledge about the physical distribution strategies used by e-commerce companies. Physical distribution can be viewed as a system of components linked together for the efficient movement of the product. Small business owners can ask the following question in addressing these components:

- 1) Customer services
- 2) Transportation
- 3) Warehousing
- 4) Inventory control
- 5) Order Processing
- 6) Protective Packaging and Material Handling

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